



"Modern Trends in Behavioral Marketing"

5th International Scientific and Practical Conference

November 06-07, 2025

Marketing and Logistics Department
Lviv Polytechnic National University

Dear colleagues!

We invite you to participate in the 5th International Scientific and Practical Conference on Marketing Problems "Modern Trends in Behavioral Marketing" from November 6 to 7, 2025, which will be held in a mixed format (face-to-face and remotely).

<https://science.lpnu.ua/stpm>

MAIN ISSUES

The conference plans to work on the following directions:

1. *Typology of consumer behavior in the industrial goods market.*
2. *Specifics of consumer behavior in the consumer goods market.*
3. *Peculiarities of consumer behavior in the services market.*
4. *The trend of conscious fashion and conscious consumption.*
5. *Consumers and businesses in the era of behavioral economics dominance.*
6. *Consumer behavior in the age of digitalization.*

ORGANIZATIONAL REQUIREMENTS:

1. It is required to register and submit materials and a payment document by November 1, 2025, to participate in the conference.
2. You can register for the conference on the conference website at the following link:

<https://forms.gle/eUs9V3jLgT3pTfYr7>

3. The participation in the conference fee is 200 UAH (publishing conference



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Possible costs of in-person participation include:

- organizational fees for participation;
- cost of transportation, accommodation, meals (in the case and if possible in-person participation);

PUBLICATIONS BASED ON THE CONFERENCE RESULTS

Conference materials (collection of conference proceedings):

1. Conference proceedings together with registration details of the participants, should be submitted by November 1, 2025.
2. Materials that meet the requirements and are submitted by the deadline should be sent to: conference.ml.nulp@gmail.com
3. Requirements of formatting conference proceedings are posted on the conference website at the link: <https://science.lpnu.ua/stpm>

Collective monograph in English (publication in a foreign edition):

The monograph is dedicated to the coverage in an expanded format of the discourse set by the speeches announced at the conference.

Title of the monograph and its thematic sections:

BEHAVIORAL MARKETING IN THE CONTEXT OF MODERN CHALLENGES: TRANSFORMATIONS, TRENDS AND PROSPECTS

1. Marketing in wartime as the basis for adaptation strategies and new models of consumer behavior.
2. Industry 5.0 and behavioral marketing: a symbiosis of technology and humanity.
3. Digital transformation of the economy as a determinant of the behavioral marketing evolution.
4. Education in the field of marketing and logistics as a tool for forming the future competencies.
5. Behavioral economics and conscious consumption through the prism of European Union experience.
6. Interdisciplinary approach in behavioral marketing: synergy of economics, psychology and technology.

7. Transformation of the brands role in the transition process from communication to empathy.



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1. Materials for publication in the monograph should be submitted by November 1, 2025 to the e-mail address: ml.monograph@gmail.com
2. Requirements for the formatting of monograph materials are posted on the conference website at the link: <https://science.lpnu.ua/stpm>

REQUIREMENT FOR ORGANIZATION FEE PAYMENT:

Recipient: Lviv Polytechnic National University

EDRPOU: 02071010

Account: UA388201720313241002201001057

Bank: DCS of Ukraine

Purpose of payment: name of the conference, full name of the participant

CONTACT INFORMATION

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(for issues of publishing the monograph paragraph)